

Specification

Please amend the specification as follows:

At page 1, lines 18-26, please amend the paragraph as follows:

B1

The hand-held devices receive modulated video signals for purposes including enjoyment, promotion, transfer of information, data collection, commercial verification, security, education, and transactions or verifications at points of sale, as well as other commercial, personal, entertainment, or amusement purposes. Data may be sent to the hand-held device by optical or electrical means. Data may be received by the hand-held device by utilizing a sleeve, cradle, or docking station; through an optical lens, by use of a PCMCIA or alternate computer port, or by FM, AM, or other radio frequency means. Use of the device may allow users ~~other information and promotional opportunities to receive promotional opportunities and other~~ information including access to hotel rooms and facilities.

At page 3, lines 7-11, please amend the paragraph as follows:

B2

An improvement on the method of modulation described in Broughton is described in US Patent Application Ciardullo et al., SN 09/046,413, filed on March 23, 1998 6,094,228 Ciardullo et al. In Ciardullo et al., improved methods of modulation are disclosed. Data is inserted on the visual portion of a video signal by changing the luminance of paired lines in opposite directions, thus allowing allow larger amounts of data to be modulated in a signal. Broughton and Ciardullo et al. are both incorporated by reference herein.

At page 5, lines 22-26, please amend the paragraph as follows:

B3

Transmission of auxiliary data to the card is encoded using a system of video modulation, preferably as described in Broughton or Ciardullo et al., but alternatively by other known

B³ methods in the art including through the use of the vertical-blanking interval (VBI). The video signal is transmitted to the display device by means of a broadcast, cable, satellite or home video.

At page 7, lines 9-13, please amend the paragraph as follows:

B⁴ Briefly, a system using interactive cards derives benefits from the reception of auxiliary data. Auxiliary data is encoded by modulation of a video signal, thereby creating a composite video signal consisting of auxiliary data and ~~continues~~ continuous video program data. The composite video signal is transmitted to and displayed by a display device.

At page 7, lines 14-19, please amend the paragraph as follows:

B⁵ The auxiliary data may be optically detected and extracted on the card. The user first positions the card so that the optical receiver of the card is capable of receiving video signals from the display device. The card, when actuated, ~~beings~~ begins receiving video signals. Circuitry on the card discriminates whether auxiliary data is present in the video signals (i.e., where the video signals received are composite video signals). If auxiliary data is present, the card reproduces the auxiliary data for use by the card.

At page 8, lines 13-28, please amend the paragraph as follows:

B⁶ When auxiliary data is reproduced by use of the card, various possible signals, indications, display readouts, or other interactive events provide the user with a benefit according to content of the auxiliary data. For example, a series of electroluminescent (EL) indicators may operate in sequence to signify coupon value. A liquid crystal display (LCD) readout or other visual displaying device may present information to the user or give notice of value received. Bonus points may be collected and retained on the device. Text, code, or other data may be transferred to a connected computer for which information may be displayed or executed on that

B6
computer. In a use of the device in conjunction with a sports presentation, users may receive on the card's alphanumeric display current sports statistics, including exemplarity, a batter's batting statistics. In a use of the device in conjunction with a car racing presentation, users may receive on the card's alphanumeric display the lap data, position, speed of a race participant, or other statistics from a racing event. Such statistics may be delivered in real time or delayed. In use of the device in conjunction with a hotel access card, additional access to rooms and facilities may then be available for the user, of which an indication may appear on the LCD.

14
At page 8, line 22 to page 15, line 7, please amend the paragraph as follows:

A7
A typical manner in which the card is used and the lights are operated is as follows: A user watches a television presentation such as a commercial, television program, movie, or other video-displayed program. When such a presentation is displayed, the user may then hold the card as in FIG. 2. The user positions the card so that the leading edge 18 of the card will be in a position for receiving video signals from display device 10. The card or display device may have indicia informing the viewer to press the pressure membrane or button 22 at a preferred time, such as when a commercial of a sponsoring entity appears. Although the term "button" is used herein, it is considered to include membrane switches, pressure or touch regions capable of activation and carrying out the function of a button. When the user presses button 22, the video signal will be detected and received by a photodetector (the process to be described below) within enclosure 14. The composite video signal comprises a video signal modulated with auxiliary data, in accordance with the teaching of the above-referenced Broughton and/or Ciardullo et al. each of which are herein incorporated by reference. A discriminator, implemented by circuitry of the card, determines whether auxiliary data has been transmitted along with the video signal of the presentation.

At page 19, line 29 to page 20, line 5, please amend the paragraph as follows:

B⁸
~~The expiration~~ Expiration button 42, at any time while viewing an offer, when pressed displays the expiration date of the coupon value and when released shows the original offer again, or alternatively switches between the different displays. ~~The expiration~~ Expiration button 42 may (additionally or alternatively) display the date of card's expiration, after which ~~the~~ card 12 will no longer function. ~~The card~~ Card 12 may be reused until expiration, and such reuse may include watching various games during a season, watching all quarters or periods of play, and watching appropriate commercials.

At page 26, lines 1-6, please amend the paragraph as follows:

B⁹
FIG. 11A is the front of another version of ~~the~~ interactive hand-held device 12 that may be termed a "racing" card 12R. On the front of this camera card is a simulated lens 46, of a size smaller size than that of the camera card 12C, enabling more promotional information to appear on the front of the card 12R. The promotional information may show or describe the racer or event(s) that ~~the~~ card 12R can be used for or otherwise promote holder usage.

At page 31, lines 13-19, please amend the paragraph as follows:

B¹⁰
Guests can obtain additional coupons by viewing television programs modulated with auxiliary data. Such data may be optically received directly to ~~the~~ card 12, electronically received by the docking station, or received through a computer interface. The information received by ~~the~~ card 12 typically relates to special discounts as well as information about area attractions. Television stations or the hotel itself can modulated the television signals to limit the

B¹⁰ viewers capable of receiving the signal. Thus, only visitors having the specialized hotel cards 12 can receive the special discount.

At page 32, lines 4-8, please amend the paragraph as follows:

B¹¹ Agreements with local attractions provide additional means for user advertising. Indicia of various agreements and sponsorships may be visible on ~~the card's~~ enclosure 14 of card 12. Various offers and information on attractions may be encoded on ~~the~~ hotel card 12. All purchase transactions are logged, and the appropriate charges occur when the guests checks out. The hotel can charge a flat fee or percentage for these promotional activities.

At page 32, lines 9-15, please amend the paragraph as follows:

B¹² Guests have incentives to use their hotel card 12 and visit attractions encouraged by the card 12. Guests eat at a suggested local restaurant, receiving a discount on the meal, paying by the use of the hotel card 12, and receiving bonus points. For example, a local restaurant may have a buy one get one free coupon loaded on to ~~the~~ card 12, so the guest is more likely to go to that restaurant than a competitor without a coupon. The guest can then visit a major attraction and get bonus points for various suggested activities that they do or items that they buy, for which the purchases can be made through ~~the~~ hotel card 12.